



Kendal Futures Board Meeting Minutes
Wednesday 3rd April 2019
3.00 to 5.00 pm, Georgian Room, Kendal Town Hall

Present:

Martyn Nicholson, Chair
Paula Scott, Kendal Futures
Susanne Long, Kendal Town Council
Brian Harrison, Kendal BID
Geoff Cook, South Lakeland Local Committee
Jamie Allison, Young Professionals Group
Matt Williams, SLDC
Mandy Dixon, K Village
Spencer Hannah, FSB (Member)
Jim Bland, NFU

Apologies:

Louise Shrapnel, Kendal College
Julie Chapman, Cumbria Tourism
Derek Armstrong, Cumbria Chamber
Mark Cropper, Large Employers

1. Apologies and membership

M Nicholson discussed whether the KFB membership should be reorganised as several members don't attend meetings very often and there is an increasing enthusiasm from the private sector to get involved. The KFB agreed that M Nicholson and P Scott should explore this further, and potentially increase the private sector membership by 2 places by reallocating other representative sectors. It was suggested that those representatives who can't attend regularly, could be co-opted as needed for specific projects in future or be asked to attend meetings intermittently to discuss issues. **ACTION: M Nicholson and P Scott to explore the KFB membership structure further.**

M Nicholson also asked members to volunteer for the position of Vice Chair. **ACTION: ALL to contact P Scott to register interest in the Vice Chair position ahead of the next meeting.**

2. Declarations of interest

None declared.

3. Minutes & matters arising

The minutes of the meeting held on 27th February were agreed as a true record.

Coach parking: G Cook said the car park proposals at County Offices would be discussed by SLLC quite quickly and planning permission submitted. The KFB agreed to send a further letter to SLLC asking them to reconsider including coach parking in the plans for the site. **ACTION: P Scott to draft a further letter about the need for coach parking provision at County Offices to SLLC.**

EA Flood Risk Management Scheme: M Williams reported that four local groups wrote to the Secretary of State requesting that the decision be called-in. (The Secretary of State has the power to take the decision-making power on a planning application out of the hands of the local authority and determine it instead. This usually relates to planning applications raising issues of national significance.) The Secretary of State has confirmed receipt of the call-in and asked SLDC not to grant planning permission at this time while the request is considered. It's unknown at this time what affect any delay may have on the ERDF funding or planned timetable. **ACTION: M Williams to update the KFB when a decision is made.**

S Long reported that KTC were keen to mitigate the effect of the flood walls in the town by maximising the opportunity for enhancements, works of art and other facilities within the constraints of the planning process. They are establishing a partnership group, chaired by Cllr Jonathon Cornthwaite, with S Long as Vice-Chair and will invite a KF representative to attend. The KFB thought this should be someone who is not already attending in another capacity. The meetings are likely to take place monthly, in the evenings. **ACTION: ALL to let P Scott know if they'd like to be the KF representative on the Flood Relief Working Group.**

G Cook said that funding has been agreed by CCC, in partnership with the EA, to replace the Gooseholme footbridge subject to planning permission. It will be a single span, wider design to accommodate cyclists, wheelchairs and buggies with ramped access. The old bridge will be taken down soon but the replacement will be completed in conjunction with the flood defence works as the EA is funding a considerable sum towards the work.

M Nicolson has received a letter, as a resident, from United Utilities detailing works they plan to carry out on Burton Road to replace 700m of water main. **ACTION: P Scott to write to United Utilities requesting careful timing/co-ordination of the works to minimise disruption and consider other planned works, including the flood defences.**

4. Business meeting update

M Nicholson updated the group about the business meeting held on 12th February at the Lakeland Distribution Centre to discuss the views of local businesses about the potential need for a Northern Access Route. 18 businesses attended the meeting, and replies were received from a further 6 businesses who were unable to attend but indicated they supported the principle of a new road.

CCC attended the meeting and Michael Barry briefly outlined the difficult process needed to get a Northern Access Route onto the Government's agenda and progress the development to a full business case. The businesses expressed frustration about the length of time the matter has been discussed for. Their issues included delays, taco/driver time issues and recruitment difficulties. They wanted to see the road now given a higher priority. Michael Barry said that the new SLDC Local Plan needs to show the need for the road through planned development and land allocations. The cost benefit analysis for the scheme shows limited benefit in terms of improved journey times and the business case can only be made through development to attract Government investment. The new local plan will be reviewed and adopted in 2021.

CCC requested evidence from local businesses about the negative impact the current traffic system. P Scott has had a limited response to this request, however, and will follow up again. **ACTION: P Scott to discuss the evidence needed again with CCC and follow up with the businesses who attended the meeting.**

A letter was sent to Giles Archibald and Lawrence Conway at SLDC outlining the details of the meeting and requesting that the Northern Access Route be included in the next Local Plan. M Williams explained that SLDC is only able to allocate land in the Local Plan on the basis of the existing infrastructure and there is a reluctance to allocate land around a road that doesn't currently exist. **ACTION: P Scott to re-write to SLDC requesting more detail about how**

the Northern Access Route will be treated within the Local Plan, and copy in Dan Hudson and Jonathan Reid, Highways England North.

5. CIC Development update

The Kendal Futures CIC was incorporated on 15th March as a company limited by guarantee, with a £1 limited liability. The Directors are M Nicholson, M Cropper, J Allison and S Hannah, with P Scott as Secretary. The MintWorks is the registered office, and a bank account is being progressed with NatWest.

The next steps will be to inform Companies House when trading starts, invoice for contributions towards the Vision project, gain directors/public liability insurance and to source an accountant.

6. Project updates

Vision for Kendal: The tender documents to recruit consultants to deliver the Vision were issued via The Chest on 11th March, with the deadline at 7pm on 3rd April. Shortlisting will take place on 8th April, and interviews/clarification meetings will be held on 24th April. The KFB agreed that the small working group (M Nicholson, M Cropper and P Scott) should make the final decision on the appointment of the consultants. **ACTION: P Scott to keep S Hannah and J Allison updated with progress so they can forward any comments.**

Visit-kendal.co.uk: P Scott gave some statistics about the website:

- Google ranking 2nd for search term 'Kendal'
- Page 1 for many other related searches
- 5,400 unique users in March (8,400 in December)
- 14,447 page views in March
- 47% mobile, 38% desktop, 15% tablet
- Found via organic search (82%), direct url (15%) and referrals from other sites (3%)

There have been several updates and improvements recently. New autumn/winter photography sourced and included on the site, Google Translate has been added to the footer, a Google map has been embedded with the 'Getting Around' page and more coach and car parking information added. 'What's On highlights have been added to the homepage and local organisations contacted to add events and images. The social wall has been updated to offer more visually appealing, larger uniform images and a pop up newsletter sign-up form added to the homepage. A second colour option has been added to the main slider/header images. A newsletter will shortly go out to local businesses to encourage them to include their events and use the promotional toolkit.

Footfall: P Scott shared the latest footfall figures with the KFB and compared December to February 2018 to 2019. Footfall monitoring will continue in 2019-20 thanks to funding from KTC and SLDC. M Nicholson asked for a monthly or quarterly comparison percentage to be compiled and whether Kendal can be directly compared to another similar town. **ACTION: P Scott to ask Springboard about a town comparison, and share more details with M Nicholson and J Allison.**

New Shambles Lighting Scheme: P Scott updated the KFB about this project. Following the signage project, there was interest from the landlords and tenants to develop a lighting scheme in the yard. Any scheme must be sensitive to the yard's character, heritage and Listed status. Some funding was awarded via SLDC, KTC and small amounts from other sources to create a total project pot of around £8,000. P Scott approached a local firm in July 2018 to develop a solution for a washed lighting effect but this hasn't progressed. The funding has been carried forward and she will now issue a brief to source a scheme from other suppliers. Discussions will be held with KTC, the landlords and businesses/tenants when ideas and costs are received.

Kendal Masterplan: M Williams said that SLDC intends to finalise the Kendal Masterplan this summer. They hope it will be visionary and inform and inspire the next Local Plan. It is currently at an advanced draft stage, and G Candlin and M Williams will bring it to the May KFB meeting for discussion. It will include transport improvements (working

with CCC), town centre interventions, the Northern Access Route, opportunity sites, vision, themes and making the most of natural assets and civic gems. Consideration still needs to be given to how it is treated in planning terms.

M Nicholson asked whether the CCC waste management facility would be included in the Masterplan as an opportunity site. **ACTION: P Scott to ask CCC for an update about the Waste Management Facility and plans to relocate it.**

Markets: Sion Thomas, SLDC, updated via email that he asked Cabinet to agree a plan to assess the private interest in taking on the running of the markets. He will liaise with partners to help shape the tender documents if agreed.

7. Partner updates

K Shoes Heritage Centre: M Dixon reported that much of the K Shoes Heritage Collection has been professionally packed and moved to Street (head office of Clarkes) by specialist museum removers. It is being looked after by the Alfred Gillett Trust who will create an inventory, detailing ownership and repair and restore items where needed. They have given M Dixon written confirmation that the contents of the museum will be returned to Kendal when a suitable permanent home can be found for it. Items in the collection are owned by Clarkes, K Village and the Somervell family.

Early discussions have been held with museum partners in the town to find a permanent home for the collection. KTC has given a small amount funding to P Scott to support embedding the collection in the museum. M Dixon is very happy to share her knowledge with anyone who would like to know more. S Long will ask Kendal Town Council if they are interested in taking the project forward. The KFB thanked Mandy for all her work in protecting the collection and ensuring it will return to Kendal one day.

K Village: Construction work is now underway for the Travelodge development. Terrazzo has closed but M Dixon is hoping to attract a new tenant for the construction period. Curtins Consulting will be in their new offices in June. Additional office space is available and they are considering a MintWorks style of operation, but the team are keen to discuss any alternative ideas.

BID: B Harrison reported that the BID will recruit a new Board of Directors when they hold elections next month. An Armed Forces Day is planned with a music component in partnership with Morecambe BID who hope to attract visitors to both towns as part of the celebrations.

Young Professionals Group: J Allison reported that the group membership is growing with around 80-90 people now meeting quarterly.

SLDC: M Williams updated the group on the Future High Street Fund stage 1 expression of interest that was submitted with support from P Scott and others at SLDC. Each district could support only one round 1 application and SLDC chose Kendal over other towns. Several letters of support accompanied the application. It's a very competitive fund, with only a 1 in 7 chance of going forward to a stage 2 bid. Successful bidders are required to demonstrate significant challenges to their high street and Kendal highlighted issues such as the need to attract a working age population. SLDC will learn in the summer whether the town has been selected to work up a stage 2 bid.

8. Any other business

The Post Office has announced it is no longer relocating to WH Smith but they are continuing to look for a more suitable alternative location.

Cumbria LEP held a final Local Industry Strategy consultation and seem to have taken some of the points made on the draft by the KFB into account. They are expected to publish the final version shortly. **ACTION: J Allison to share the Whitehaven Vision presentation with M Nicholson, M Cropper and P Scott.**

In his absence, the KFB thanked Cllr Graham Vincent for his time and contribution to the KFB over several years. **ACTION: P Scott to draft a letter of thanks from the KFB.**

G Cook suggested that P Scott contact Peter Barnard, CCC, to discuss the s278 Sainsbury's funding plans to develop a Sunday bus service. **ACTION: P Scott to contact Peter Barnard at CCC regarding s278 funding.**

A s106 update will be brought to the June meeting. **ACTION: P Scott to add s106 update to the June meeting agenda.**

9. Date of next meeting

3 pm, Wednesday 15th May, Kendal College